

IN THE CLAIMS

1. (Currently Amended) A method comprising:

~~obtaining a plurality of details about an event of a marketing partner, said plurality of details comprising a date and a location;~~

receiving, at a first computer used ~~operated~~ by a ground transportation coordinator, a transmission indicating that a portion of a content page has been selected by a consumer, wherein said content page is displayed by a second computer, wherein said second computer is used ~~operated~~ by said consumer and is in wireless communication with said first computer, and wherein said consumer's selection of said portion of said content page causes said first computer to send ~~transmit~~ to said second computer for display by said second computer data indicative of a ground transportation service specifically provided for an said event of a marketing partner, ~~wherein said ground transportation service comprises at least two predetermined and selectable routes to said location;~~ and

receiving, at said first computer, data descriptive of an order for said ground transportation service, wherein said order comprises ~~identification of at least one of said routes~~, identification of an amount of ground transportation seats requested by said consumer[[,]] and identification of said event.

2. (Previously Presented) The method of claim 1, further comprising providing said consumer a confirmation of receipt of said order.

3. (Previously Presented) The method of claim 2, further comprising receiving data descriptive of a request for purchase of said order.

4. (Previously Presented) The method of claim 3, further comprising confirming purchase of said order.

5. (Previously Presented) The method of claim 1, wherein said order specifies a particular seat located on a bus, a motor coach, or a van.

6. (Previously Presented) The method of claim 1, wherein said data indicative of a ground transportation service is provided at a time of or prior to obtaining a ticket for admission to said event.

7. (Cancelled)

8. (Previously Presented) The method of claim 1, wherein said portion of said content page identifies said ground transportation coordinator.

9. (Cancelled)

10. (Previously Presented) The method of claim 1, wherein said order further comprises a request for admission to said event.

11. (Cancelled)

12. (Currently Amended) The method of claim 1, wherein said sending ~~transmitting~~ data indicative of a ground transportation service occurs automatically in response to and substantially simultaneously after said receiving said transmission indicating that said portion of said content page has been selected.

13. (Cancelled)

14. (Currently Amended) A method comprising:

~~obtaining a plurality of details about an event of a marketing partner, said plurality of details comprising a date and a location;~~

receiving, at a first computer used ~~operated~~ by a ground transportation coordinator, a transmission indicating that an event transportation identifier has been selected by a consumer, wherein said event transportation identifier is displayed by a second computer, wherein said second computer is used ~~operated~~ by said consumer and is in wireless communication with said first computer, and wherein said consumer's selection of said event transportation identifier causes said first computer to send ~~transmit~~ to said second computer for display by said second computer data indicative of a ground transportation service specifically provided for an said event of a marketing partner, ~~wherein said ground transportation service comprises at least two predetermined and selectable routes to said location;~~ and

receiving, at said first computer, data descriptive of an order for said ground transportation service, wherein said order comprises ~~identification of at least one of said routes,~~ identification of an amount of ground transportation seats requested by said consumer[[,]] and identification of said event.

15. (Cancelled)

16. (Cancelled)

17. (Cancelled)
18. (Cancelled)
19. (Cancelled)
20. (Cancelled)
21. (Cancelled)
22. (Cancelled)
23. (Cancelled)
24. (Cancelled)
25. (Cancelled)
26. (Currently Amended) A device comprising:

~~means for obtaining a plurality of details about an event of a marketing partner,
said plurality of details comprising a date and a location;~~

means for receiving, at a first computer used ~~operated~~ by a ground transportation coordinator, a transmission indicating that a portion of a content page has been selected by a consumer, wherein said content page is displayed by a second computer, wherein said second computer is used ~~operated~~ by said consumer and is in wireless communication with said first computer, and wherein said consumer's selection of said portion of said content page causes said first computer to send ~~transmit~~ to said second computer for display by said second computer data indicative of a ground transportation service specifically provided for an ~~said~~ event of a

~~marketing partner, wherein said ground transportation service comprises at least two
predetermined and selectable routes to said location; and~~

means for receiving, at said first computer, data descriptive of an order for said
ground transportation service, wherein said order comprises ~~identification of at least one of said
routes,~~ identification of an amount of ground transportation seats requested by said consumer[[,]]
and identification of said event.

27. (Cancelled)

28. (Currently Amended) A device used ~~operated~~ by a ground transportation
coordinator comprising:

a memory having embodied therein data descriptive of a ground transportation
service specifically provided for an event, ~~wherein said ground transportation service comprises
at least two predetermined and selectable routes to an event location; and~~

a processor in communication with said memory, said processor configured:

to receive a transmission indicating that a portion of a content page has
been selected by a consumer, wherein said content page is displayed by ~~on~~ a computer used
~~operated~~ by said consumer, wherein said computer is in wireless communication with said device
used ~~operated~~ by said ground transportation coordinator, and wherein said consumer's selection
of said portion of said content page causes said device to send ~~transmit~~ to said computer for
display by said computer data indicative of said ground transportation service; and

to receive data descriptive of an order for said ground transportation service, wherein said order comprises ~~identification of at least one of said routes~~, identification of an amount of ground transportation seats requested by said consumer[[,]] and identification of said event.

29. (Previously Presented) The device of claim 28, wherein said processor is further configured to provide confirmation of receipt of said order.

30. (Previously Presented) The device of claim 29, wherein said processor is further configured to receive data descriptive of a request for purchase of said order.

31. (Previously Presented) The device of claim 30, wherein said processor is further configured to confirm purchase of said order.

32. (Currently Amended) A computer-readable storage medium encoded with processing instructions for implementing a method, said processing instructions for directing a first computer used ~~operated~~ by a ground transportation coordinator to perform the steps of:

~~obtaining a plurality of details about an event of a marketing partner, said plurality of details comprising a date and a location;~~

receiving, at said first computer, a transmission indicating that a portion of a content page has been selected by a consumer, wherein said content page is displayed by a second computer, wherein said second computer is used ~~operated~~ by said consumer and is in wireless communication with said first computer, and wherein said consumer's selection of said portion of said content page causes said first computer to send ~~transmit~~ to said second computer

for display by said second computer data indicative of a ground transportation service specifically provided for an said event of a marketing partner, ~~wherein said ground transportation service comprises at least two predetermined and selectable routes to said location; and~~

receiving, at said first computer, data descriptive of an order for said ground transportation service, wherein said order comprises ~~identification of at least one of said routes,~~ identification of an amount of ground transportation seats requested by said consumer[[,]] and identification of said event.

- 33. (Cancelled)
- 34. (Cancelled)
- 35. (Cancelled)
- 36. (Cancelled)
- 37. (Cancelled)
- 38. (Cancelled)
- 39. (Cancelled)
- 40. (Cancelled)
- 41. (Cancelled)
- 42. (Cancelled)
- 43. (Cancelled)
- 44. (Cancelled)
- 45. (Cancelled)

46. (Cancelled)

47. (Previously Presented) The method of claim 1, wherein said portion of said content page comprises an icon identifying said ground transportation coordinator.

48. (Previously Presented) The method of claim 1, wherein said portion of said content page comprises a hyperlink.

49. (Previously Presented) The method of claim 1, wherein said first computer comprises one or more servers.

50. (Previously Presented) The method of claim 1, further comprising providing, to said second computer, data indicative of a logo of said ground transportation coordinator for display by said second computer simultaneously with display by said second computer of said data indicative of a ground transportation service specifically provided for said event.

51. (Previously Presented) The method of claim 1, further comprising providing, to said second computer, data indicative of a plurality of additional events of said marketing partner and at least one corresponding event transportation identifier.

52. (Currently Amended) A method comprising:
~~obtaining a plurality of details about a sporting event of a sports organization;~~
~~said plurality of details comprising a game opponent, a game time, and a game location;~~
receiving, at a first computer used ~~operated~~ by a ground transportation coordinator, a transmission indicating that a portion of a content page has been selected by a consumer, wherein said content page is displayed by a second computer, wherein said second

computer is used ~~operated~~ by said consumer and is in wireless communication with said first computer, and wherein said consumer's selection of said portion of said content page causes said first computer to send ~~transmit~~ to said second computer for display by said second computer data indicative of a ground transportation service specifically provided for a ~~said~~ sporting event, ~~wherein said ground transportation service comprises at least two predetermined and selectable routes to said game location; and~~

receiving, at said first computer, data descriptive of an order for said ground transportation service, wherein said order comprises ~~identification of at least one of said predetermined routes~~, identification of an amount of ground transportation seats requested by said consumer[[,]] and identification of said sporting event.

53. (Previously Presented) The method of claim 52, further comprising providing said consumer a confirmation of receipt of said order.

54. (Previously Presented) The method of claim 53, further comprising receiving data descriptive of a request for purchase of said order.

55. (Previously Presented) The method of claim 54, further comprising confirming purchase of said order.

56. (Previously Presented) The method of claim 52, wherein said order specifies a particular seat located on a bus, a motor coach, or a van.

57. (Previously Presented) The method of claim 52, wherein said data indicative of a ground transportation service is provided at a time of or prior to obtaining a ticket for admission to said sporting event.

58. (Previously Presented) The method of claim 52, wherein said order further comprises a request for admission to said sporting event.

59. (Currently Amended) The method of claim 52, wherein said sending ~~transmitting~~ data indicative of a ground transportation service occurs automatically in response to and substantially simultaneously after said receiving said transmission indicating that said portion of said content page has been selected.

60. (Currently Amended) A method comprising:
~~obtaining a plurality of details about a concert event, said plurality of details comprising at least one artist or group, a concert date, and a concert venue;~~
receiving, at a first computer used ~~operated~~ by a ground transportation coordinator, a transmission indicating that a portion of a content page has been selected by a consumer, wherein said content page is displayed by a second computer, wherein said second computer is used ~~operated~~ by said consumer and is in wireless communication with said first computer, and wherein said consumer's selection of said portion of said content page causes said first computer to send ~~transmit~~ to said second computer for display by said second computer data indicative of a ground transportation service specifically provided for a ~~said~~ concert event;

~~wherein said ground transportation service comprises at least two predetermined and selectable routes to said concert venue; and~~

receiving, at said first computer, data descriptive of an order for said ground transportation service, wherein said order comprises ~~identification of at least one of said predetermined routes~~, identification of an amount of ground transportation seats requested by said consumer[[,]] and identification of said concert event.

61. (Previously Presented) The method of claim 60, further comprising providing said consumer a confirmation of receipt of said order.

62. (Previously Presented) The method of claim 61, further comprising receiving data descriptive of a request for purchase of said order.

63. (Previously Presented) The method of claim 62, further comprising confirming purchase of said order.

64. (Previously Presented) The method of claim 60, wherein said order specifies a particular seat located on a bus, a motor coach, or a van.

65. (Previously Presented) The method of claim 60, wherein said data indicative of a ground transportation service is provided at a time of or prior to obtaining a ticket for admission to said concert event.

66. (Previously Presented) The method of claim 60, wherein said order further comprises a request for admission to said concert event.

67. (Currently Amended) The method of claim 60, wherein said sending ~~transmitting~~ data indicative of a ground transportation service occurs automatically in response to and substantially simultaneously after said receiving said transmission indicating that said portion of said content page has been selected.

68. (Currently Amended) A method comprising:
~~obtaining a plurality of details about a theatrical event, said plurality of details comprising at least one theatrical work, a date, and a venue;~~
receiving, at a first computer used ~~operated~~ by a ground transportation coordinator, a transmission indicating that a portion of a content page has been selected by a consumer, wherein said content page is displayed by a second computer, wherein said second computer is used ~~operated~~ by said consumer and is in wireless communication with said first computer, and wherein said consumer's selection of said portion of said content page causes said first computer to send ~~transmit~~ to said second computer for display by said second computer data indicative of a ground transportation service specifically provided for a ~~said~~ theatrical event, ~~wherein said ground transportation service comprises at least two predetermined and selectable routes to said venue; and~~
receiving, at said first computer, data descriptive of an order for said ground transportation service, wherein said order comprises ~~identification of at least one of said predetermined routes;~~ identification of an amount of ground transportation seats requested by said consumer[[,]] and identification of said theatrical event.

69. (Previously Presented) The method of claim 68, further comprising providing said consumer a confirmation of receipt of said order.

70. (Previously Presented) The method of claim 69, further comprising receiving data descriptive of a request for purchase of said order.

71. (Previously Presented) The method of claim 70, further comprising confirming purchase of said order.

72. (Previously Presented) The method of claim 68, wherein said order specifies a particular seat located on a bus, a motor coach, or a van.

73. (Previously Presented) The method of claim 68, wherein said data indicative of a ground transportation service is provided at a time of or prior to obtaining a ticket for admission to said theatrical event.

74. (Previously Presented) The method of claim 68, wherein said order further comprises a request for admission to said theatrical event.

75. (Currently Amended) The method of claim 68, wherein said sending ~~transmitting~~ data indicative of a ground transportation service occurs automatically in response to and substantially simultaneously after said receiving said transmission indicating that said portion of said content page has been selected.

76. (Cancelled)

77. (New) A method comprising:

receiving, at a first computer used by a ground transportation coordinator, a transmission indicating that a portion of a content page has been selected by a consumer, wherein said first computer comprises one or more databases, wherein said content page is displayed by a second computer, wherein said-second computer is used by said consumer and is in communication with said first computer, and wherein said consumer's selection of said portion of said content page causes said first computer to send to said second computer for display by said second computer data indicative of a ground transportation service specifically provided for an event of a marketing partner;

receiving, at said first computer, data descriptive of an order for said ground transportation service, wherein said order comprises identification of an amount of ground transportation seats requested by said consumer and identification of said event; and

storing, in at least one of said databases, data descriptive of said order.